



Seniors' Week 2025 Expression of Interest to Co-Host Opening Event

Introduction

Each year, the Government of Alberta joins Albertans across the province to celebrate seniors and their contributions to our communities. Seniors' Week is held annually during the first full week of June. In 2025, this will take place from June 2 to 8. To learn more about Seniors' Week, please visit alberta.ca/seniors-week.aspx.

Alberta Seniors, Community and Social Services is offering an opportunity for your community or organization to partner with us to co-host the Seniors' Week provincial launch on Monday, June 2, 2024. Co-hosting the launch will highlight your community/organization's activities and give you an opportunity to collaborate with government and local organizations.

Background

This year marks the 39th annual Seniors' Week. Traditionally, up to 500 people attend the provincial launch in person.

The purpose of the launch event is to encourage Albertans to recognize and celebrate contributions of seniors in Alberta and to take part in Seniors' Week events.

Alberta Seniors, Community and Social Services will provide a grant of up to \$5,000 to the successful applicant to help offset the cost of co-hosting the Seniors' Week provincial launch event.

Selection Process

Proposals will be reviewed to ensure all criteria are met. Organizations being considered may be interviewed in person or by telephone. All applicants will be notified of their application status as per the timelines listed.

Timelines

Issue Expression of Interest	December 9, 2024
Deadline for submissions	February 21, 2025
Co-host notification	March 31, 2025

Co-Host Criteria

Priority will be given to an organization or community that:

- Can demonstrate available time and resources to actively participate in planning the provincial launch event;
- Has demonstrated a commitment to seniors;
- Has demonstrated a history of strong community relationships and partnerships;
- Can offer a range of activities, such as an information fair, entertainment, refreshments, and/or intergenerational activities;
- Has an accessible location with adequate parking and/or alternate transportation available; and
- Has demonstrated adaptability and flexibility in its plan to incorporate an online component or ability to hold or make the event virtual.

Roles and Responsibilities

Alberta Seniors, Community and Social Services

- Provides a grant to the co-host of up to \$5,000 to offset the cost of the event; and
- Participates in all aspects of event planning, including creating an agenda, promotional and public relations materials, and providing assistance at the event.

Community or Organization

- Plans the event with Alberta Seniors, Community and Social Services;
- Secures venue and manages technical aspects of the event;
- Obtains community support and sponsorship;
- Obtains volunteers as needed;
- Liaises with community organizations and municipal staff;
- Coordinates activities and services;
- Promotes the event locally to ensure its success; and
- Provides a report summary that includes approximate number of attendees, recommendations for improvements to future events, and summary of costs.

Expression of Interest Proposal

Please provide a detailed proposal in a separate document. Submit proposals no later than Friday February 21, 2025.

A complete proposal will include:

Contact and organization information:

- | | |
|---|---|
| <input type="checkbox"/> Organization name | <input type="checkbox"/> Organization website |
| <input type="checkbox"/> Contact person name | <input type="checkbox"/> Number of paid staff |
| <input type="checkbox"/> Contact person title | <input type="checkbox"/> Number of regular |
| <input type="checkbox"/> Email address | volunteers |
| <input type="checkbox"/> Phone number | |

Proposed event information:

- Explain why you believe your organization is well-positioned to co-host the Seniors' Week Provincial Launch event:
 - Description of proposed events/activities
 - Proposed agenda
- Tell us about the venue:
 - Location (venue/facility)
 - Capacity
 - Accessibility
 - Technical capabilities

Letters of commitment and support:

- Letter from a senior official of your organization (e.g., board president, mayor, Chief or senior municipal official) confirming support for the event.
- Letters of commitment from organizations (e.g., municipal government, other community-based organizations) confirming they support the event.

Submissions

Please direct all questions and submissions to:

- Email: seniorsinformation@gov.ab.ca
- Mail: Alberta Seniors, Community and Social Services
Attention: Seniors Strategic Services Branch - Seniors' Week Launch
Capital Boulevard Building
12th Floor, 10044 – 108th Street
Edmonton AB T5J 3S7

Deadline for submissions: **Friday February 21, 2025, at 4:30 p.m. (MST)**

- Organizations will receive a confirmation when their proposal has been received.
- The successful applicant will be notified by March 31, 2025.